

SEAT No. _____

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No. of Printed Pages : 2

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SARDAR PATEL UNIVERSITY

F.Y.B.A. (FIRST SEMESTER) (Advanced) (CBCS) EXAMINATION 2018

Monday, 29th October, 2018

Time: 10.00 to 12.00 p.m.

UA01GEPS23: Introduction to Psychology-I

Total Marks: 60

Q.1 Multiple Choice Questions. (Each carries one mark)

(15)

1. _____ gave importance to the unconscious mind of human being.
 - a. N.C Munn
 - b. S.F Skinner
 - c. Freud
 - d. Plato
2. Your handsome successful boyfriend winks at you each time before he tells "I love you" your expectation of "I love you" when he winks is a _____.
 - a. conditional stimulus
 - b. conditioned response
 - c. conditioned stimulus
 - d. unconditional response
3. _____ method is used to drive history of an individual.
 - a. Observation
 - b. case study
 - c. Interview
 - d. questionnaire
4. Standardized interview is known as _____.
 - a. Formal
 - b. informal
 - c. Interview
 - d. none of these
5. In contrast to the short term store, the capacity of the long term store is
 - a. huge and has no known limit
 - b. small and limited
 - c. large but limited
 - d. the capacities of short and long term stores are comparable.
6. In Pavlov's experiment with dog, salivation was the
 - a. conditioned response.
 - b. unconditioned stimulus.
 - c. conditioned stimulus.
 - d. unconditioned response.
7. "The whole is greater than the sum of its parts" is presented by which of the following?
 - a. The Gestalt psychologists.
 - b. The behaviorists.
 - c. The structuralists.
 - d. The functionalists.
8. _____ is the most primary classic method of scientific enquiry.
 - a. Interview
 - b. case study
 - c. Observation
 - d. none of these
9. Which of the following describes the state of affair after conditioning?
 - a. US - CR
 - b. CS - CR
 - c. CS - UR
 - d. US - UR
10. _____ psychology is concerned with thinking, language, and problem solving.
 - a. Behavioristic
 - b. Psychoanalytic
 - c. Cognitive
 - d. Humanistic

11. _____ reasonable temporary and they can lost from within about 30 seconds unless they are somehow repeated or rehearsed

- a. STM
- b. LTM
- c. Sensory memory
- d. None

12. The goals of psychology are to

- a. develop effective methods of psychotherapy.
- b. describe, predict, understand, and control behavior.
- c. explain the functioning of the human mind.
- d. compare, analyze, and control human behavior.

13. The independent variable in an experiment is

- a. the subject himself.
- b. a measure of the subject's behavior.
- c. the variable that the experimenter chooses to manipulate.
- d. any unwanted variable that may adversely affect the subject's performance.

14. A student does a good job on math problems for homework, and the teacher awards a sticker. This demonstrates the use of

- a. extinction.
- b. reinforcement.
- c. spontaneous recovery.
- d. antecedents.

15. The term 'learning' includes

- a. all changes in behaviour
- b. changes in behaviour resulting from practice.
- c. all permanent changes in behaviour
- d. improvement in behaviour pattern

Q.2. What is learning? Write in detail- classical and operant conditioning. 15 marks

OR

Q.2. Define memory and illustrate information processing model of memory.

Q.3. Explain Interview and experimental methods in detail. 15 Marks

OR

Q.3. Define Psychology and elucidate branches of psychology

Q.4 Write Short notes (any two) 15 marks

- 1. Goals of Psychology
- 2. Stages of memory
- 3. Insight learning
- 4. Survey method